

Adult Literacy Contact Centre NEWSLETTER

May 1991



Volume 4, Number 5

A project of the Adult Basic Education Association of B.C.

ABC CANADA

Private Sector Literacy Foundation Arrives in B.C.

ABC Canada, a national, non-profit charitable foundation which promotes awareness of literacy issues within the Canadian private sector, officially introduced itself to B.C. this month in Vancouver. The foundation held a reception for representatives of B.C. business, labour, government, media and literacy groups at the Hotel Vancouver May 4. It also conducted a breakfast meeting for a group of B.C. business leaders, labour leaders and educators on May 6 in West Vancouver.

ABC Canada was formed as a result of a 1989 World Literacy of Canada multi-media advertising campaign to encourage parents to read to children. The campaign's organizing committee joined forces with the Peter Gzowski Invitational Golf Tournaments (literacy fundraisers held across the country); the Canadian Business Task Force on Literacy; and

the Canadian Advertising Foundation to become ABC Canada on September 8, 1990. The foundation's headquarters are in Halifax.

ABC Canada's goals are to:

- ❖ stimulate literacy initiatives by the private sector
- ❖ raise public awareness of literacy
- ❖ build on the literacy efforts of business, labour and non-governmental organizations
- ❖ encourage new literacy partnerships

ABC Canada's board of directors, chaired by William Ardell, President and CEO of Southam Business Communications Inc., includes two members from B.C.: Bert Hawrysh, Vice-President of the Council of Forest Industries of B.C., and Kenneth Georgetti, President of the B.C. Federation of Labour.

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Other board members are:

Reg Basken, President, Energy and Chemical Workers Union

Avic Bennett, Chairman and President, McClelland and Stewart Inc.

Dr. Barbara Burnaby, President, World Literacy of Canada

Richard Dicerni, Deputy Secretary to the Cabinet, Government of Canada

Marie Josee Drouin, Executive Director, The Hudson Institute

Sheldon Ehrenworth, President, Public Policy Forum

Peter Gilchrist, Managing Partner, Blake, Cassels and Graydon

Peter Gzowski, Peter Gzowski Invitational Golf Tournaments

Stan Heath, President, Christie Brown and Company

Gillian Howard, Director of Public Relations, Famous Players Inc.

Paul Jones, Publisher, Canadian Business, PROFIT

Bill Kennedy, Group Vice-President, Canada Post Corporation

Bill Mann, Senior Vice-President, Human Resources, Southam Inc.

John O'Leary, Acting President, Frontier College

Frances Shamley, Coordinator, Rural Literacy

Helen Sinclair, President, Canadian Bankers Association

Austin Thorne, Secretary-Treasurer, Canadian Federation of Labour

Ted Turner, President, Hunt/Temporarily Yours

Jim Warrillow, President, Canadian Periodical Publishing, Maclean Hunter Ltd.

Tracy Westell, Public Education Coordinator, Ontario Literacy Coalition

The Executive Director of the foundation is Joanne Linzey.

Hawrysh says the purpose of the May 4 Vancouver reception was to "introduce ABC Canada, its purposes and goals, to the people of B.C., particularly the business and labour communities." He says the breakfast meeting on May 6 was "very revealing for the board. It was interesting for those members from outside B.C. to talk to people closer to the [literacy] field here." ABC Canada, says Hawrysh, was "very pleased" with its introduction to B.C. "It helped us in our deliberations about what our focus should be."

ABC Canada has been active in two areas to date -- public awareness and polling. ABC Canada's public awareness campaign is produced in partnership with the Canadian Advertising Foundation, which has made a five-year commitment to support awareness activities by providing creative and production resources and securing media donations of time and space. A number of Canadian corporations donated media time to support the first phase of ABC Canada's media campaign, which used radio and print advertising during 1990 to encourage parents to read to their children. These include Esso Petroleum,

Molson Breweries, Maclean Hunter Canadian Publishing, the CTV television network, YTV (Canada's youth TV network), Rogers Cable, Canadian Living magazine and Hydro Quebec. The ABC Canada public awareness campaign will be working in cooperation with B.C.'s own Literacy Public Awareness Campaign. (See story on page 8.)

In 1990 ABC Canada commissioned Decima Research to conduct the first major assessment of Canadian public opinion regarding literacy's importance, causes and solutions. The survey,

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Adult Literacy Contact Centre Newsletter

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The Adult Literacy Contact Centre is a project of the Adult Basic Education Association of B.C. and is jointly funded by the Ministry of Advanced Education, Training and Technology; and the National Literacy Secretariat.

The Centre welcomes receiving your literacy news by phone, fax or mail. We reserve the right to edit written submissions for the newsletter.

The newsletter is published monthly and distributed on the last working day of the month. It is available free of charge to any individual or agency upon request.



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called "Attitudes of Canadians towards the issue of literacy," was conducted in August 1990 and the results were released in November. In telephone interviews with 1,300 Canadians aged 16 or over, the survey found that:

- ❖ 62% of Canadians view literacy as an important issue; however, few feel personally affected by illiteracy or spontaneously identify literacy as the issue that most concerns them.
- ❖ 46% of Canadians believe low literacy skills are the fault of the individual; a further 25% believe the fault lies with the individual's parents.
- ❖ Canadians view illiteracy as more of a social problem (46%) than either an educational (26%) or an economic issue (10%). Illiteracy is seen as a barrier to personal development and social participation, but not an economic threat to the nation.

A copy of the Decima survey is available from:

ABC Canada
Box 35, 1496 Lower Water Street
Halifax, Nova Scotia
B3J 1R9
Phone: (902) 492-2665
Fax: (902) 492-2773 ☐

Literacy in Throne Speech

From the Speech from the Throne by His Excellency, Governor General Ramon Hnatyshyn, formally opening the third session of the thirty-fourth Parliament of Canada, Monday, May 13, 1991:

...The time has come to reach a national consensus on performance, goals, partnerships and priorities for learning. As part of my government's new agenda for prosperity, a discussion paper on learning will be published to stimulate and focus discussion on education and training...

...Canadians are concerned about education, and would like to see Canada-wide goals established, with provincial endorsement and cooperation, for the year 2000. These goals could include:

- cutting illiteracy rates in half;
- ensuring that ninety percent of Canadians attain high school diplomas or the equivalent by age twenty-five;
- doubling the number of post-secondary graduates in mathematics, the sciences and engineering; and
- quadrupling the training provided by employers to their employees.

...My government will, also, ask the newly created Labour Force Development Board to present proposals in this area. The objective is to equip Canadian men and women to participate fully in creating and sharing Canadian prosperity....

Source: *House of Commons Debates, Volume 132, Number 1, 3rd Session, 34th Parliament, Official Report (Hansard), Monday, May 13, 1991.*

ABEABC Elects New President

A long-time member of the Adult Basic Education Association of B.C. with 15 years of ABE teaching experience was elected President of the Association at the annual general meeting and conference April 11-13 in Prince Rupert.

Evelyn Battell, a full-time ABE instructor at Malaspina College in Duncan, replaces outgoing President Patty Bossort. The position is for a two year term.

Other (re-elected) members of the 1991-92 Executive are:

Vice President: Larry Bolingbroke, Northwest Community College

Vice-President: Wendy Watson, Fraser Valley College

Treasurer: Betty Nichol, Capilano College

Six regional representatives were also elected to the Board of Directors. They are:

Cariboo-Okanagan:

Jim Bray
Cariboo College, Kamloops
Phone: 828-5284

Fraser Valley:

Cynthia Andruske
Fraser Valley College,
Abbotsford
Phone: 853-7441

Kootenay:

Richard Allin
Selkirk College, Nakusp
Phone: 265-4077

Lower Mainland:

Gillies Malnarich
Douglas College, New
Westminster
Phone: 527-5463

North Central:

Terry Stephan
Northwest Community
College, Kitimat
Phone: 632-4766

Vancouver Island:

Lynn Hunter
Malaspina College,
Nanaimo
Phone: 753-3245

The association has established a new committee responsible for fundraising, chaired by Colleen McGoff Dean, ABE instructor at Kwantlen College, Surrey.

Battell, who received her B.A. from the University of Alberta, has taught at Kwantlen, Douglas, and Vancouver community colleges as well as Malaspina. Her experience with Douglas College includes one year teaching ABE at the Lakeside Correctional Centre for women in Burnaby. Before entering teaching, she spent ten years "in community development, working with women's groups, native groups, and the handicapped," in Alberta and the N.W.T. She is currently in her fifth year at Malaspina, where she teaches ABE subjects at all levels.

Battell says one of her current primary concerns is "education for first nations students.

Through Malaspina College, I have spent some time researching models of first nations education in mixed classroom settings and within the college system," she says. She will report on her findings to the Ministry of Advanced Education, Training and Technology.

Battell says current revisions to the ABEABC constitution "are an attempt to make the jobs of the six regional representatives on the board more specific and provide them with a clearer direction." She says the role of the regional representative is important "because we are such a large society. But the problems of representation have not changed: the areas to be covered are too large, and the reps can not meet as often as they need to because the money is not there." She says the regional representatives "are still in a re-active role, not a pro-active one" due to a lack of resources.

She is also concerned with the accreditation of literacy instructors and the use of volunteers. "The association's major thrust this year will be the development of a dialogue on these issues," she says.

The ABEABC, a non-profit organization begun in 1977, is the only association specifically for adult basic educators in B.C.

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B.C. Construction Industry Tackles Literacy

A new agency designed to meet the workplace literacy needs of B.C.'s construction industry was established in New Westminster last month.

The British Columbia Construction Industry Skills Improvement Council, or "SkillPlan," has been set up "to design and deliver appropriate responses to serve the people in our industry," says Skillplan Executive Director J.R. [Jim] Lippert. Lippert began the job in March and the New Westminster office opened April 15.

SkillPlan is a three-phase program in conjunction with the Construction Labour Relations Association and the Building Trades Council. Lippert explains phase one was to establish an office and "get started;" phase two involves conducting a needs study and measuring the requirements for programs in the industry, as well as seeking funding; and phase three will be "making it work." He expects phase three to be underway in about two years.

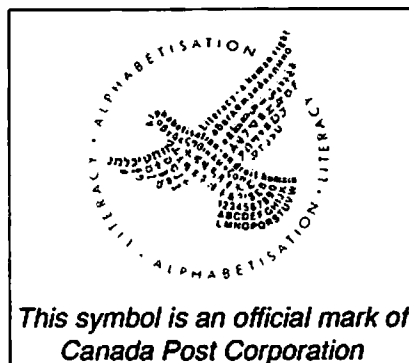
Lippert says he is "looking at basic skills issues -- not only

literacy, but including numeracy and comprehension skills, completion of the GED, and even courses on how to write an exam, if necessary." He explains that because of the mobile nature of the industry -- "people move around a lot" -- the challenge facing SkillPlan is "to develop a program that, for example, can be continued while on the job if a person from Vancouver goes to work at an out-of-town project."

The program is receiving "guidance and assistance" from the Canadian Federation of Labour and the Canadian Labour Congress. Lippert says his job now is to "review the needs, find out who is active and who's doing what."

For more information on SkillPlan and its B.C. and Yukon activities, contact Lippert at:

British Columbia Construction Industry Skills Improvement Council
404 - 737 Carnarvon Street
New Westminster, B.C.
V3M 5X1
Phone: 526-8020
Fax: 526-8070 ☐



10th Anniversary Celebration in Alberta

The Alberta Association for Adult Literacy has issued a call for program proposals for its 10th anniversary celebration and conference to be held this fall.

The conference -- around the theme "Voyage into Literacy" -- is scheduled for November 21-23 in Lethbridge. The deadline for submitting proposals is September 15.

Conference organizer Caroline Wagenaar says the conference is "open to all, and participants from B.C. are especially welcome."

Presenters are invited to submit proposals for symposia, discussions or workshops around the following categories:

- workplace literacy
- student/learner interests
- aboriginal literacy
- strategies for coordinators and tutors
- ABE instructional strategies
- provincial literacy programs
- "visioning for the literacy decade: setting goals and directions"

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For more information or to obtain a call for proposals form, contact:

Caroline Wagenaar
Alberta Association for Adult Literacy
c/o Lethbridge Community College
3000 College Drive South
Lethbridge, Alberta T1K 1L6
Phone: (403) 329-7203 ☐

Literacy and Technology in California

Access to technology for adult learners is the theme of the fifth annual Adult Literacy and Technology Conference to be held in Costa Mesa, California July 17-20. The conference is sponsored by the Adult Education and Job Training Unit of the Youth, Adult and Alternative Educational Services Division, California Department of Education. Conference "strands" include:

- * software suitable for ESL, literacy, ABE or GED preparation programs
- * evolving technology
- * workplace literacy
- * family literacy
- * technology in the curriculum

For more information contact:

Holda Dorsey
ALT Conference Chair
OTAN, Hacienda La Puente Adult Education
320 N. Willow Avenue
La Puente, CA 91746
Phone: (818) 968-4638, ext. 4583 ☐

Hearing Impaired Program Expands

HEAL-HI -- the literacy program for hearing impaired adults which serves Sooke School District #62 -- is expanding its mandate.

HEAL-HI -- Help Empower the Adult Learner who is Hearing Impaired -- will expand in September to include students preparing for college and university. The program has received funds from the Ministry of Advanced Education, Training and Technology to operate as a pilot project a post-secondary preparatory resource room for the hearing impaired and renovate its existing premises to accommodate the expansion.

Donna Miller, Director of Continuing Education for the district, reports the expanded program "will include a literacy component, but also has a much broader focus." HEAL-HI will prepare students for prerequisite courses for advanced education programs, as well as provide on-site tutoring for post-secondary students at Camosun College and the University of Victoria. Staff will also provide consultation to college and university faculty on the issues surrounding deafness. A

volunteer-mentor registry, which will match students with tutor/mentors from the community, is also planned.

The Resource Room will be located at the Sooke School District, 2720 Jacklin Road, Sooke, phone 474-2175. ☐

Community Literacy Project Holds Forum

A community forum to examine the recommendations of a study of literacy needs in an inner-city neighbourhood was held last month in Vancouver.

The advisory committee of the Mount Pleasant Adult Literacy Project -- one of the 1989-90 literacy cost-shared projects between the Ministry of Advanced Education, Training and Technology and the National Literacy Secretariat -- hosted the event, open to project participants and the public, at the King Edward Campus of Vancouver Community College on April 24. Vancouver East New Democrat MP Margaret Mitchell and NDP MLA Barry Jones also attended.

Project Coordinator Sally Gellard, of the Basic Education Department, KEC, presented her report on the study. The forum divided into working groups to examine the report

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recommendations and develop an action plan for the neighbourhood.

The report recommends:

- ❖ the area be served by a community-based adult literacy centre integrated with other community services
- ❖ the centre be funded through the Basic Education department of King Edward Campus
- ❖ on-going VCC commitment to literacy program development and delivery in the area
- ❖ on-going partnership between VCC and a Mount Pleasant Literacy Advisory Committee □

Literacy B.C. Holds First Provincial Conference

A selection of workshops and forums are planned for Literacy B.C.'s first annual general meeting and conference scheduled for June 21-22 in Richmond, B.C.

One workshop, on "public awareness" by Nancy Spooner, Director of Public Relations, McKim Advertising Ltd., will offer a "how to" session on public relations and the media for community-based literacy

THE LITERACY MATERIALS BULLETIN

The third edition of the Literacy Materials Bulletin, a 1990/91 cost-shared project between the Ministry of Advanced Education, Training and Technology and the National Literacy Secretariat was distributed in May to current Bulletin subscribers. The Bulletin is a 12-page review of instructional materials for adult basic education from a functional to intermediate level produced by a nine-member committee chaired by Joan

Acosta of Capilano College. The Spring, 1991 Bulletin features reviews of computer software for literacy and adult basic education. Additional copies of this issue and issues one and two are available on request from the Contact Centre. □

Provincial Literacy Coordinator Named

The Ministry of Advanced Education, Training and Technology has appointed a new Provincial Literacy Coordinator. Pat Hodgson of Capilano College will be seconded to the position effective July 1, 1991 for a period of one year. She replaces Norma Kidd, who took over as Manager, Lower Mainland Colleges, in the Ministry on March 18.

The Provincial Literacy Coordinator reports to Kerry Jochen, Manager, Access and Programs, in the Ministry's College Programs and International Education branch.

organizations. Two forums, on "instructor accreditation" and "training for trainers of volunteer tutors," are designed to follow up on the April 10 sessions in Prince Rupert which were co-sponsored by the Adult Basic Education Association of B.C. and Literacy B.C.

Registration for the conference is open until June 7. Fees are \$20 for members, \$35 for non-members for both days; \$15 for members, \$20 for non-members for one day. Limited funds are available for travel and accommodation subsidy. For more information, call 687-5077 (Vancouver). Collect calls are accepted. □

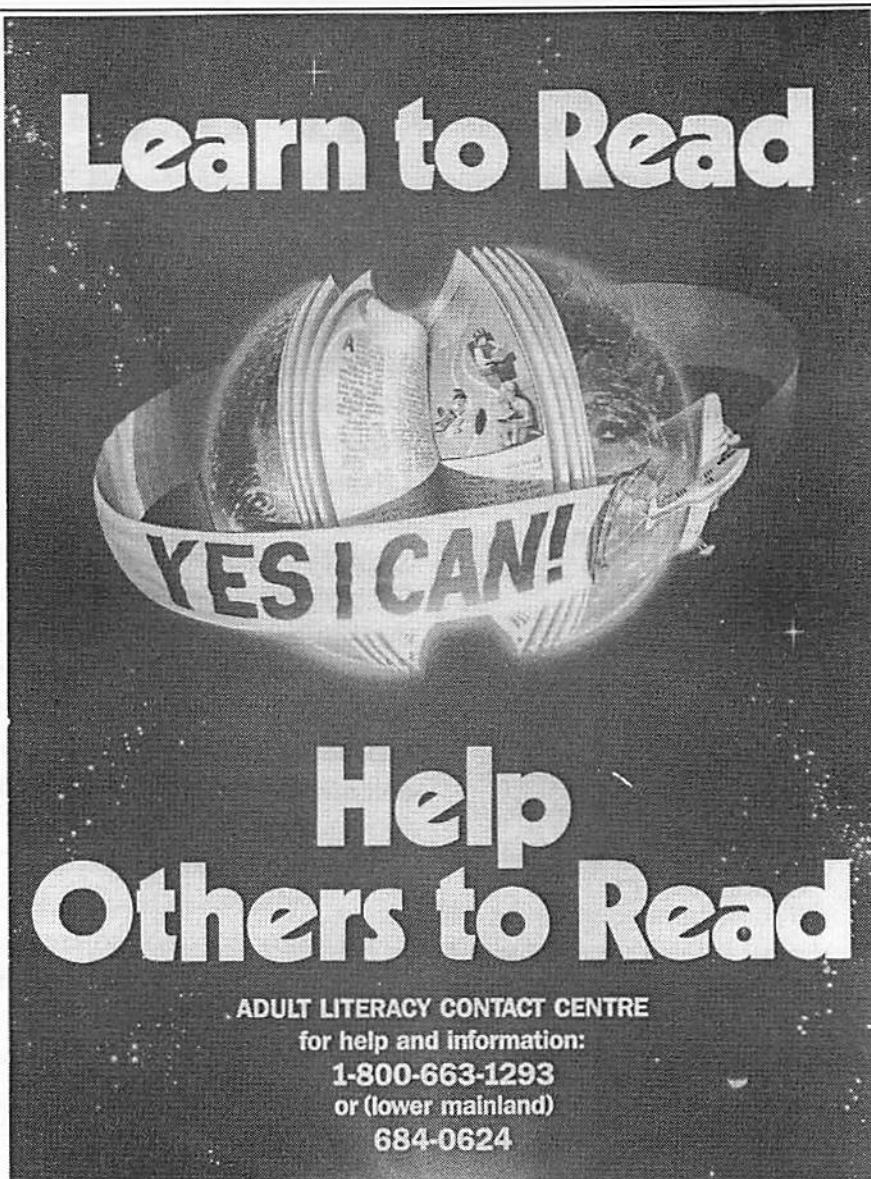
Ad Agency Takes on Awareness Campaign

A major Canadian advertising company has been awarded the contract for phase two of the B.C. Literacy Public Awareness Campaign, a cost-shared project of the Ministry of Advanced Education, Training and Technology; and the National Literacy Secretariat, Department of Multiculturalism and Citizenship.

McKim Advertising Ltd. (Vancouver) will implement a 12-month campaign which is to include radio and television advertising, literacy partnerships with the private sector, and public relations training for existing and emerging community literacy groups throughout the province.

Other recent public relations clients and projects managed by McKim in B.C. are the Canadian Cancer Society, the Greater Vancouver Regional District campaign for the 911 emergency telephone number, and the Broadcasters' Association of B.C. 1990 television and radio campaign on racism.

McKim was selected by and will be under the direction of a ministry-appointed steering committee:



Learn to Read

Help Others to Read

ADULT LITERACY CONTACT CENTRE
for help and information:
1-800-663-1293
or (lower mainland)
684-0624

Copies of this full-colour poster measuring 16 1/4" x 22" are available free of charge from the Contact Centre

Chair: Betty Nobel, Division
Chair, Adult Basic
Education, King Edward
Campus, Vancouver
Community College
Linda Hackett, Coordinator,
Adult Literacy Contact
Centre
Linda Mitchell, Executive
Director, Literacy B.C.

A strategic plan for the Literacy Public Awareness Campaign is now being developed by the steering committee and McKim. In the meantime, McKim's Director of Public Relations will be conducting a workshop at Literacy B.C.'s first annual conference June 21-22 in Richmond, B.C. (See story on page 7.) □